

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. – 18. (Canceled)

19. (Currently amended) A store display, comprising:

a shelf having a shelf surface lying along a substantially horizontal plane, and having a plurality of engageable features at a plurality of locations along said surface;

first and second shelf display apparatuses, each apparatus resting downwardly upon said shelf, and comprising:

a first vertical support member having a first lower end, wherein said first lower end is engaged with a first of said engageable features at a first engagement location, such that movement of said first lower end within said horizontal plane is blocked as a result of said engagement;

a second vertical support member having a second lower end, wherein said second lower end is engaged with a second of said engageable features at a second engagement location, such that movement of said second lower end within said horizontal plane is blocked as a result of engagement between said second lower end and said second of said engageable features,

said first and second engagement locations being spaced apart from each other in said horizontal plane; and

a lateral support member having a length that is spaced above said horizontal plane, said length joining ~~and resting downwardly upon and vertically compressing~~ said first and second vertical support members, and a nonlinear portion along the length, said nonlinear portion having a plurality of horizontally extending portions that at least partially extend in one or more horizontal directions away from a line connecting said first and second vertical support members,

said first and second shelf display apparatuses being disposed along said shelf, with said respective lateral support members in spaced apart, facing relationship;

at least one package containing articles, said package being disposed between said lateral support members, said package being formed of flexible film and being substantially rectangular in shape, having a pair of substantially opposite major surfaces and first and second pairs of substantially opposite lesser surfaces, one of said first pair of lesser surfaces resting on said shelf, and each of said second pair of lesser surfaces respectively contacting one of said respective facing lateral support members,

said lateral support members providing horizontal, two-dimensional support to said package such that said package is held in a substantially upright position on said shelf with said major surfaces oriented substantially vertically relative to said horizontal plane.

20. (New) A store display, comprising:

a shelf having a shelf surface lying along a substantially horizontal plane, and having a plurality of engageable features at a plurality of locations along said surface;

first and second shelf display apparatuses, each apparatus resting downwardly upon said shelf, and comprising:

a first vertical support member having a first lower end, wherein said first lower end is engaged with a first of said engageable features at a first engagement location, such that movement of said first lower end within said horizontal plane is blocked as a result of said engagement;

a second vertical support member having a second lower end, wherein said second lower end is engaged with a second of said engageable features at a second engagement location, such that movement of said second lower end within said horizontal plane is blocked as a result of engagement between said second lower end and said second of said engageable features,

said first and second engagement locations being spaced apart from each other in said horizontal plane; and

a lateral support member having a length that is spaced above said horizontal plane, said length joining said first and second vertical support members, and a nonlinear portion along the length, said nonlinear portion having a plurality of horizontally extending portions that at least partially extend in one or more horizontal directions away from a line connecting said first and second vertical support members,

said first and second shelf display apparatuses being disposed along said shelf, with said respective lateral support members in spaced apart, facing relationship;

at least one package containing articles, said package being disposed between said lateral support members of said first and second shelf apparatuses, said package being formed of flexible film and having an outer surface, a first portion of said outer surface contacting said lateral support member of said first shelf display apparatus, a second portion of said outer surface contacting said lateral support member of said second shelf display apparatus, and a third portion of said outer surface resting on said shelf,

said lateral support members providing horizontal, two-dimensional support to said package such that said package is held in a substantially upright position on said shelf.